

Dealers' Used-Car Show Will Open To-morrow

Like Closed Car Show Last Week, the Event Will Be a New One for New York and Entries Are Many

Public Confidence, Aim Exhibition at 12th Infantry Armory Gives Opportunity to Combat 'Gyp' Business

In deciding to hold an exhibition of their rebuilt or reconditioned cars following their closed car show, the New York Automobile Dealers' Association recognized that there is a demand for thoroughly good used-car merchandise which could not possibly be met by a comprehensive and up-to-date new car exhibition. While the closed car show of the past week was the premiere exhibition of this kind and had its own appeal, the used car show which starts to-morrow at the same place (12th Regiment Armory) is also the premiere exhibition of its kind and may be said to represent a correspondingly new and important phase of the automobile business. Perhaps never before in the history of the motor car industry have there been so many high-grade used cars for sale by new dealers—dealers who by reason of their standing in the business world and legitimate sales methods are disposing of these cars, guaranteeing them in the same way it has been their custom to stand back of their newer merchandise.

The result of this sales policy has not been up to the expectations of the public. A certain confidence on the part of the public has been lacking, engendered, it is believed, by the great number of concerns which have gone into the used-car business with the desire to "clean up" by whatever method deemed most expedient. As a consequence the legitimate used-car business has been discredited. Many dealers have expressed disappointment that a "bumming" business should attract prospective used-car buyers to the extent that the dealers who have been so ignorant of values and still more ignorant of the character of persons from whom they buy. Thus the Used-Car Show of the New York Automobile Dealers' Association, an organization of responsible dealers, becomes a means of building the confidence necessary to bring the used-car prospect and the legitimate dealer into contact with each other. This is the purpose of the exhibition which has been planned for the six days of the present week.

Many as Good as New The show will reveal to the public that a large part of the used cars for sale by these legitimate dealers are as good if not really better than the same makes offered by the same dealers in their new-car showrooms. Cars that have been operated so little they can not be distinguished from the new models are included in the show exhibits. And they are not cars that have failed to give satisfaction for one reason or another. They are cars which the persons buying them have not been able to pay for, or else cars which have been taken in exchange for machines suitable to their needs. The prices are so low that there is scarcely any profit in the disposition of them when one considers the large supplies on hand.

Automobile dealers some years ago began to recognize the fact that the problem of selling used cars was not alone one of price, but one of reconstruction, and for this reason they evolved what might be termed the "re-manufactured car." This policy of having the dealer or distributor stand behind the car he is selling has proved of advantage to the prospective buyer. No longer should one shop about with the conviction one must examine every part of a car. In the old days many a man went into a used-car dealer's place with a long list in his hand, on which he checked off each part of the car as he went over it; even then, many found they had bought no bargain. Now it is possible to buy a standard car of a reputable dealer and obtain a ninety-day guarantee. This improvement is, in part, due to the fact that the dealers discovered that in many cases a man who bought a used car of a certain make from some unattached and irresponsible seller would never consider a car of a similar make when he was in the market for a new car.

It is advisable, if possible, to buy the make of used car wanted from the reputable dealer who handles new models of the same make. They have at hand in their service station the new parts needed and instead of trying to refit

thoroughly overhauled, repainted and re-tired before being put on sale, and in addition are guaranteed by the company as if they were new cars right out of the Peerless factory.

The Peerless branch were the pioneers in New York on rebuilding and guaranteeing used cars. W. A. Woods, general manager of the local branch, the originator of this idea, believes that this is the only way to sell used cars, as it gives the buyer an opportunity to purchase a high grade, guaranteed automobile at the same price he would pay for a much lower-priced new car.

He believes that satisfied rebuilt, guaranteed car buyers always become in due course of time purchasers of new cars, so thoroughly sold do they become on the used car guaranty and the service rendered them by both the car and the company.

"Faith in the dealer is the biggest element in used car buying," says Mr. Woods. "The most important thing to be considered in buying a used car is the responsibility of the seller. Faith not only in the article but in the firm offering it must accompany the car in order that the buyer can obtain full value."

Forty Auto Makes To Choose From At Used Car Show

More than forty different makes of motor cars, both open and closed, will be exhibited at the Used Car Show at the 12th Regiment Armory this week. The list of cars to be shown and the exhibitors follow:

Buick—Glidden Motor and Supply Company, 258 West Fifty-eighth Street.

Cadillac—Detroit Cadillac Motor Car Company, Broadway and Sixty-second Street.

Cole—Cole Motor Company of New York, 1806 Broadway.

Chandler—Hulet Motor Car Company, Inc., 1884 Broadway, at Sixty-second Street.

Cleveland—Cleveland Motor Car Company, 4886 Broadway.

Dodge—Stratton-Bliss Company, 1847 Broadway.

Dort—Dort Motor Car Company, 1792 Broadway.

Essex—Hudson Motor Car Company of New York, 1900 Broadway.

Grant Six—Sidney B. Bowman Auto Company, 1922-1924 Broadway.

Franklin—Franklin Motor Car Company, 1824 Broadway.

Hudson—Hudson Motor Car Company of New York, 1900 Broadway.

Haynes—Haynes Auto Company of New York, 1715 Broadway.

Hupmobile—Hupmobile Company of New York, Broadway and Sixty-second Street.

Jordan—Sherwood Auto Company, Broadway and Sixty-third Street.

Kissel—Sidney B. Bowman Auto Company, 1924 Broadway.

Liberty—A. G. Kaufmann Motor Car Company, 1716 Broadway.

Marmion—Marmion Auto Company of New York, Broadway and Sixty-second Street.

Mitchell—Mitchell Motor Company, 2 Columbus Circle.

Moore—Moore Motor Car Company of New York, 1875 Broadway.

Nash—Warren-Nash Motor Corporation, 1928 Broadway.

National—National Motor Car Company, 1759 Broadway.

Oakland—Oakland Motor Car Company, 1764 Broadway.

Packard—Packard Motor Car Company of New York, Broadway and Sixty-third Street.

Peerless—Peerless Van Cortlandt Vehicle Corporation, 1896 Broadway.

Premier—A. G. Kaufmann Motor Car Company, Broadway and Fifty-seventh Street.

Reo—Reo Motor Car Company of New York, Broadway and Fifty-fourth Street.

Rolls-Royce—Rolls-Royce Company of America, Fifth Avenue.

Roamer—Roamer Sales Company, Broadway and Fifty-ninth Street.

Studebaker—Studebaker Corporation of America, Broadway and Fifty-fourth Street.

Willis-Knight—Willis-Overland, Inc., Broadway and Fifty-fifth Street.

Vette—Garland Auto Company, 1886 Broadway.

Stutz—Parkinson Motor Sales Company, Broadway and Columbus Circle.

Liberty Launches Unique National Sales Effort

A unique demonstration of national sales effort is that which is being staged by the entire dealer organization, several hundred strong, of the Liberty Motor Car Company. For thirty days these dealers are to endeavor by every imaginable means to get the various models of the Liberty line in the public eye. Window displays, parades, unique demonstrations, showman attractions of various kinds and scores of original methods are being employed to induce the public to view these cars.

R. E. Chamberlain Promoted

Innumerable friends and business associates in the automobile industry will be glad to learn of the advancement of R. E. Chamberlain to the position of general sales manager of the Liberty Motor Car Company. Mr. Chamberlain joined the Liberty organization in 1916 as truck sales manager of the New York City branch after a successful administration as Philadelphia manager for the Garford Motor Truck Company. Shortly after his New York appointment he was brought to the Packard factory as truck sales manager. His recent advancement marks a rise from the position of assistant general sales manager, which position he has occupied since December 4, 1920.

Earl Takes Over Jackson Metal

Clarence A. Earl, president of Earl Motors, Inc., has completed a deal whereby the Jackson Metal Products Company, of Jackson, Mich., will be taken over by Earl Motors, Inc., operated as one of the manufacturing units of the latter company. The Jackson Metal Products Company has extensive manufacturing facilities for the production of fenders, running boards, aprons, dust pans and other types of sheet metal work. The transaction was said to involve \$200,000.

Dort Produces Business Car

The Dort Motor Car Company, Flint, Mich., announces an addition to its line in the shape of a commercial car. The new model is built to carry 1,000 pounds and is designed as follows: Chassis with lamps, fenders, front fenders, running boards, radiator, hood, windshield, seat frame, cowl board and body to rear of front seat.

New Moon Car Makes Hit

The new closed car sport model which the Moon Motor Car Company of New York has introduced as the "Sport Sedan" attracted so much attention at the Closed Car Show last week that W. J. Coghlan, president of the local Moon company, will continue the showing at the Moon showrooms during the coming week.

New Roamer Raceabout

The Roamer Sales Company, local distributors of Roamer cars, have received word from the Roamer Motor Car Company, Roamer manufacturers, of Kalamazoo, Mich., that a speedy new Roamer, known as the Raceabout, a two-passenger model, designed for fast travel as well as ordinary motor purposes, has been added to the Roamer line. The new model is equipped with Rochester Duesenberg motor of the latest type, being a duplicate of the one used by L. F. Goodspeed in setting the new world record at Daytona Beach, Fla., at a speed of 165.1 miles per hour. A short wheel base of 106 inches—the shortest

New Highway Law Marks a Step Forward

Roy D. Chapin Asserts Day When Government Will Take Over Main Trunk Lines Is Not Far Off

The day when the Federal government will take over the main interstate highways of the nation was brought measurably closer by the recent enactment of the Townsend highway bill, in the opinion of Roy D. Chapin, chairman of the highways committee of the National Automobile Chamber of Commerce.

"While the new highway act is not all that students of the question would like to see," said Mr. Chapin, "the law as it now stands marks a distinct step forward in the evolution of our highway policy. Under its provisions Federal aid can no longer be scattered broadcast. Each state highway department is now compelled to designate 7 per cent of the mileage in the state as a system, and of this 7 per cent three-sevenths must consist of primary highways of interstate importance on which 60 per of all Federal funds may be concentrated. In those states where highway work is more advanced and where the state highway departments desire to concentrate more than 60 per cent of their funds on their primary interstate roads they are permitted to do so, a clause which will enable some sixteen states to pursue the policy already adopted of building the most important roads first.

Millions Saved in Equipment

"With recognition of interstate roads now a fundamental principle, the national highway law, there are numerous other scarcely less important changes to be found in the new act. The new requirements for maintenance are so exacting as to insure the nation against loss and to set a high standard for the states. The aim is true in the clause which provides that highways must be constructed with due regard for future as well as prevailing traffic needs. The new and flexible formulas for public lands states will be reaching in its benefits as will the liberal appropriations for forest roads and trails, which reach a total of \$15,000,000 for the next two years. The clause which designates the Secretary of War to transfer to the Secretary of Agriculture surplus war materials available for highway use will effect a saving of millions of dollars in the purchase of equipment and will modernize highway methods of construction and maintenance everywhere.

"Another provision of far-reaching importance is that requiring that states must match Federal funds with funds from state sources or so controlled, with a qualifying time limit of three years to permit necessary changes in state laws to meet these conditions. The broadened definition of highway maintenance will require proper organization of these important units in the future."

News of the Trade

Hugh T. Porter, Nash Dealer

Wishing to afford the public additional facilities for the inspection of the new Nash models the Warren-Nash Motor Corporation, Nash distributor for the metropolitan district, has established a new show room, both above and below Columbus Circle, through the pointment of the Porter-LaFayette Company as a Nash dealer for Manhattan.

This appointment gives the Warren-Nash Motor Corporation, with upper Broadway headquarters at Sixty-fourth Street, representation as well below Columbus Circle, since the Porter-LaFayette Company's show room at Broadway and Fifty-seventh Street are in the very heart of the automobile shopping district, within easy walking distance of Times Square and close by the headquarters of those cars with the same price appeal as the Nash.

That the Italian automobile industry is progressing is indicated by the exhibits of four famous cars—Fiat, Lancia, Franchini, Lancia and Spa—all showing new models and in one case, at least, a revolutionary departure in motor design. The Rolls-Royce, Lanchester and Sunbeam are a worthy trio in presenting the best of Britain's automobile production, while the Belgian Minerva comes with added prestige, due to victories in stock car competition abroad during the last season.

Alongside these ten European aristocrats will be exhibited twice that number of America's highest priced automobiles, and they will lack nothing in comparison. When an American car, the Duesenberg, also a Salon exhibitor, turned the tables last summer and won the Grand Prix, Europe's great automobile classic, the was established a new order of motor car priority which this season's Automobile Salon may more firmly establish.

Locomobile Has Unusual Used Car Sales Policy

A policy recently laid down by the Locomobile factory, wherein even the smallest part entering into the construction of Locomobiles is guaranteed absolutely as to mileage of service, is pointed out by B. T. La Pierre, manager of the Locomobile Company's used car department, as a matter that should receive serious consideration in the purchase of a rebuilt Locomobile.

"I know of no automobile concern that even attempts a guaranty such as that given by our company," says Mr. La Pierre, "and when we sell a rebuilt Locomobile the purchaser buys practically with the same certainty of satisfaction as the new car buyer. Where we use the word 'rebuilt' it is in connection with Locomobiles, we mean the term in its literal sense—rebuilt from the smallest part up—offering, in fact, a car that in looks and service can hardly be distinguished from a new Locomobile."

New Parts for Old Is Haynes Used Car Policy

One of the most far-reaching ideas that have been put into operation in recent years in the automobile field is the "Trianglized" remanufactured car plan of Triangle Motors, Inc., Haynes distributors at Chicago. A "trianglized" car is a remanufactured car which when finished can hardly be differentiated from a new car of the same make and model.

The process of "trianglizing" a car means the disassembling of the car down to the naked frame, and then a thorough and minute inspection of every part before it is put back. Whenever a serious defect is discovered a new part replaces the old one. Expert motor builders and mechanics are employed to do this work and to see that the remanufactured car is perfect in every detail before it is allowed to be placed on the showroom floor for sale.

In order that the "trianglizing" process may be efficiently and rapidly accomplished Triangle Motors have established a completely equipped factory, including the progressive system of automobile assembly and a final inspection department whose standards are as rigid and exacting as those of the best factory in the country.

the Roamer car has ever used—is another feature of the car which makes for speed.

Dry Run With Oldlag

Another demonstration of the merits of Oldlag, a new motor lubricant, was held last week when the Western Eberling Automobile Company, of 2330 Broadway, made a dry run to New York and back via Walden. The start was made from the Herman's Sons, 531 Broadway. The run was a complete success, according to R. Weaver, president, the car being operated 19.8 miles without a particle of oil in the crank case.

Reported D. A. Burke Has Sold Out to Durant

MUNCIE, Ind., Nov. 19.—A well authenticated rumor in motor circles is that D. A. Burke, who, with W. C. Durant and associates, purchased the Sheridan Motor Car Company plant a few months ago, has sold the major portion of his holdings to the Durant Motor Company of Indiana. It is understood that Mr. Burke will still be a stockholder in the company, and that his relations with Mr. Durant will continue.

The feature of this situation is that Mr. Burke, to occupy a high position in the parent Durant organization in New York.

Mr. Burke, when asked regarding the facts of the case, was not inclined to discuss them at this time.

"I cannot now make any announcement as to my plans," he said, "but that does not imply any depreciation in my enthusiasm for the wonderful things that Mr. Durant is accomplishing in the automobile field. Mr. Durant, in my opinion, is now engaged in the most important and successful degree of success is assured and I quite positive that the public will be astounded at the progress made by the Durant Motors and its related companies."

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